

Lewis County Public Health & Social Services (LCPHSS)

Strategic Plan 2011-2015

Table of Contents

I.	Introduction.....	3
II.	Guiding Statements	3
III.	Strategic Goals, Objectives, and Initiatives.....	4
IV.	Implementation	5

I. Introduction

- A. Lewis County Public Health & Social Services (LCPHSS) is a local governmental public health and social services (sometimes referred to as human services) agency. The agency is mandated by the State of Washington to provide specific disease prevention and health promotion services in Lewis County. The agency is further required to facilitate system level coordination for addressing chronic and emergent public health needs.
- B. In response to significant public health funding reductions and increased public health challenges, the agency Director created a Strategic Planning Team in 2010 and asked the team to develop a five year strategic plan.
- C. The plan will serve as a map to guide our staff in allocating resources, developing policies and programs, and working effectively with community partners.

II. Guiding Statements

A. **Mission**

Lewis County Public Health & Social Services strives to promote, enhance, and protect the health and well-being of our community through partnerships, education, and prevention services.

B. **Vision**

Healthy people, Strong families, and Vibrant communities...A Healthy Lewis County!

C. **Values**

- *Our department fosters and endorses an environment of **respect** in all areas of our daily activities along with a non-judgmental outlook toward the people we serve and those with whom we work.*
- ***Integrity** guides each employee to uphold professional ethics and serve with honesty, fairness, loyalty, and trustworthiness.*
- *As stewards of the community, we hold ourselves **accountable** for our behavior, performance, and all resources entrusted to our department.*

- We are **committed** to using the least intrusive method possible to achieve optimal public health – informing and educating wherever possible, directing and regulating **only** when necessary.
- Recognizing individual strengths, we encourage **teamwork** through active collaboration to solve problems, make decisions, and achieve common goals.

III. Strategic Goals, Objectives, and Initiatives

Strategic Goal 1: Strengthen Public Health & Social Services Infrastructure

Objective A: Build Community understanding and investment in public health & social services.

Initiatives:

1. Develop branding recognition
2. Implement awareness campaign
3. Strengthen department networking

Objective B: Create a culture of quality improvement

Initiatives:

1. Increase program accountability and performance
2. Ensure all staff has a working understanding of program development and evaluation
3. Increase intradepartmental knowledge of all programs and/or services

Objective C: Reinforce and support a skilled and informed workforce.

Initiatives:

1. Advance the expertise and capacity to identify, track, analyze, and communicate health data
2. Establish ongoing training programs to promote a culture of leadership, cultural competency, and customer service.
3. Assure appropriate tools and technology are available for staff to perform required tasks

Strategic Goal 2: Promote Healthy Environments and Lifestyles

Objective A: Promote natural and built environments that protect the public's health and safety.

Initiatives:

1. Collaborate with community partners and stakeholders
2. Convene community partnerships to reorganize systems and share resources
3. Provide joint educational opportunities
4. Lead community-based health promotion programs

Objective B: Promote behaviors that protect and/or improve the public's health

Initiatives:

1. Collaborate with community partners and stakeholders
2. Participate in projects or initiatives to change behaviors
3. Educate the public, empowering individuals to initiate change

IV. Implementation

The 2011-2015 strategic plan represents an ongoing process of setting priorities, reflecting on what is being learned, and taking realistic steps forward. The strategic plan provides the organizational guideposts for staff and management to discuss and determine where to focus time and resources. At the broadest level, the implementation of the five year strategic plan occurs through the development and monitoring of the annual work plan. The strategic planning team manages this process and oversees communication with agency staff and the Board of Health (BOH).

In addition to reviewing the work plan annually, the strategic planning team will review health indicator data every two years. Upon review of this data, the strategic plan will be updated or changed as needed. Following the data review in 2014, the strategic planning team will begin revising the strategic plan for the next five year cycle.

Objectives and initiatives for strategic goals are not listed in rank order. They will be addressed through various methods concurrently. Once this strategic plan has been accepted and approved, the work plan will be developed and reviewed on the following schedule:

Quarter/Year	Activity
Q1 - 2011	Develop 2011 work plan
Q4 - 2011	Review 2011 work plan Develop 2012 work plan
Q3 – 2012	Review health indicator data
Q4 – 2012	Review 2011-2015 Strategic Plan Review 2012 work plan Develop 2013 work plan
Q4 - 2013	Review 2013 work plan Develop 2014 work plan
Q3 – 2014	Review health indicator data

Q4 – 2014	Review 2011-2015 Strategic Plan Review 2014 work plan Develop 2015 work plan
Q2 – 2015	Begin development of 2016-2020 Strategic Plan
Q3 – 2015	Review 2015 work plan
Q4 - 2015	Finalize 2016-2020 Strategic Plan Develop 2016 work plan